

# Aringtonian VOL. XCVIII NO. 5 SEPTEMBER/OCTOBER 2022



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# 2022 Chamber Board **EXECUTIVE COMMITTEE**

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\*\* Liaison, Arlington Public Schools

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Kate Bates, President & CEO
Cassie Bate Hurley, Senior Director of Marketing & Operations
Mike Rosenow, Senior Director of Membership
Will Mulligan, Member Engagement Manager
Samantha Ruark, Communications Manager Elizabeth Addington, Operations Manager John Musso, Government Affairs Manager Josue Bastidas, Membership Associate (part-time) Kaniya Harris, Events Associate (part-time)

The Arlingtonian (USPS 534030) is published bi-monthly by the Arlington Chamber of Commerce. A subscription rate of \$4 per Chamber representative is collected as part of annual membership dues. Periodicals postage paid at Arlington, VA.

Visit the Chamber calendar to stay updated on the latest events. Register online at www.arlingtonchamber.org or call (703) 525-2400.

# chamber calenda

Please check www.arlingtonchamber.org/events for format and meeting locations.

# **SEPTEMBER**

1 Thursday LeadShare Networking Group 20 Tuesday **LeadShare Networking Group** 11:45 a.m.-1:00 p.m. 8:45-10:00 a.m. Chamber 101 Your Chamber Connection 4:00-5:15 p.m. 9:00 a.m.-5:00 p.m. 5 Monday **Labor Day** 21 Wednesday Your Chamber Connection Office Closed 9:00 a.m.-5:00 p.m. **LeadShare Networking Group** 6 Tuesday **Government Affairs & Economic** 8:45-10:00 a.m. **Development Committee** 9:00-10:00 a.m. Government Affairs & Economic 7 Wednesday **Development Committee** LeadShare Networking Group 9:00-10:00 a m 11:45 a.m.-1:00 p.m. **LeadShare Networking Group** Your Chamber Connection 22 Thursday 11:45 a.m.-1:00 p.m. 9:00 a.m.-5:00 p.m. Women in Business Networking **Your Chamber Connection** 5:00-7:00 p.m. Celebration 5:30-7:30 p.m. **Breakfast Connection: Nonprofit** 8 Thursday **Board of Directors Meeting** Focused 23 Friday 7:30-9:00 a.m. 11:30 a.m.-2:00 p.m. 12 Monday **Ambassador Committee** 27 Tuesday **Education & Workforce Development** 4:00-5:00 p.m. Committee 3:00-4:00 p.m. **Gala Committee** 5:00-6:00 p.m. Membership Engagement Committee 4:30-5:00 p.m. 13 Tuesday **Membership Development Committee Community Action Committee** 28 Wednesday 2:00-3:00 p.m. 9:00-10:00 a.m. **Executive Committee** 14 Wednesday Small Business Roundtable 8:00-9:30 a.m. 12:00-1:00 p.m.

**Arlington County Board Candidate** Forum

5:30-7:00 p.m.

**LeadShare Networking Group** 11:45 a.m.-1:00 p.m.

# OCTOBER

**Ambassador Committee** 3 Monday **Membership Development Committee** 11 Tuesday 4:00-5:00 p.m. 2:00-3:00 p.m.

29 Thursday

18 Tuesday

19 Wednesday

20 Thursday

25 Tuesday

26 Wednesday

12 Wednesday Women in Business Master Class 4 Tuesday 8:00-9:30 a.m. 9:00-10:00 a.m.

**LeadShare Networking Group** 

8:45-10:00 a.m.

Government Affairs & Economic 5 Wednesday **Development Committee** 

9:00-10:00 a.m. LeadShare Networking Group

11:45 a.m.-1:00 p.m.

**Breakfast Connection with the** 6 Thursday **Alexandria Chamber of Commerce** 7:30-9:00 a.m.

> **LeadShare Networking Group** 11:45 a.m.-1:00 p.m.

Chamber 101 4:00-5:15 p.m.

**Gala Committee** 5:00-6:00 p.m.

**Executive Committee** 

**LeadShare Networking Group** 8:45-10:00 a.m.

Government Affairs & Economic **Development Committee** 

**Business After Business** 

5:00-7:00 p.m.

9:00-10:00 a.m. LeadShare Networking Group

11:45 a.m.-1:00 p.m. LeadShare Networking Group

**Business After Business** 5:00-7:00 p.m.

11:45 a.m.-1:00 p.m.

**Education Workforce Development** Committee

3:00-4:00 p.m.

**Membership Engagement Committee** 2:00-3:00 p.m.

**Community Action Committee** 9:00-10:00 a.m.

**Small Business Roundtable** 12:00-1:00 p.m.

### **Host a Chamber Event!**

10 Monday

15 Thursday

Are you ready to welcome people into your space? We are looking for hosts for our Business After Business events, Women in Business Networking events, and business meetings.

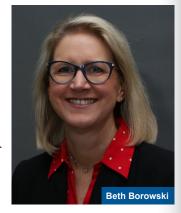
Hosts receive great marketing, both in advance and by showcasing their venue. For more information on becoming a host, contact Cassie Bate Hurley, Senior Director of Marketing & Operations, at events@arlingtonchamber.org.

# CHAIR'S MESSAGE

# **Looking Ahead**

Another summer is nearly behind us; it goes by too fast! I hope that everyone had fun times with family and friends—BBQs, traveling, hiking, biking or whatever you enjoy. Or perhaps just relaxing by yourself reading a good book on a beautiful summer day! As we head into fall, I hope you'll enjoy the cooler weather and upcoming beauty of the season.

While summer usually means a slower pace, your chamber staff has been busy at work. We've got two noteworthy events coming up in September and October and hope to see you there.



The Chamber will be holding the Arlington County Board Candidate Forum on Wednesday, September 14, at the Synetic Theater. Current county board member Matt de Ferranti (D) is running for re-election and will face Adam Theo (I) and Audrey Clement (I) in the general election on November 8. This business-themed candidate forum features a moderated discussion of topics important to the Arlington business community. The candidates will have the opportunity to engage with local business leaders and address key issues impacting the business community. It should be an exciting time for all attendees as we hear from the candidates and reconnect with our fellow chamber members.

October 17-24 is Arlington Restaurant Week. The Chamber is proud to present this event to the Arlington community for the fourth year and it is continuing to increase in popularity and success since the Chamber took the lead for this event. The goal of Restaurant Week is to help local restaurants gain exposure through extensive media promotion and to attract new patrons. This event is different from the average restaurant week in that it is open to all restaurants from fast food and casual spots to five-star dining establishments. We are fortunate that Amazon, a chamber member, is the presenting sponsor. Member restaurants can participate for free, thanks to Amazon's support. So, plan to visit your favorite restaurant or try something new during the week and enjoy a great meal while supporting our local restauranteurs.

Keep an eye out for the Chamber's weekly eblasts to see what else the Chamber staff is setting up for its members or visit the website www.arlingtonchamber.org for a complete list. Or don't hesitate to call the Chamber staff. They are here for you!

Stick Borowski
CNA





























# **CHAMBER 101**

Maximize your membership at this free info and networking session on meeting new clients and utilizing your member benefits.

GRAND SPONSOR
Michael Garcia RICP\*, Ager
State Farm



# PREMIER SPONSOR MONUMENT HOME LOANS A division of Mann Mortgage LLC. NMLS 82550

# **BREAKFAST CONNECTION**

Bring your business to the table. Through roundtable power networking, attendees will exchange business cards, develop prospects, and share an elevator pitch.



### **SMALL BUSINESS ROUNDTABLE**

This monthly event offers an educational opportunity to smaller businesses, and members have the opportunity to present on a topic relevant to the business community.

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Members can be involved in shaping policy positions through the Government Affairs & Economic Development Committee, which typically meets twice a month.

To be added to the committee distribution list, email chamber@arlingtonchamber.org.

# **Continued Engagement for Missing Middle Housing Study**

On July 12, the Arlington County Board held a work session where they provided feedback to guide the next



phase of the Missing Middle Housing Study. During the work session, the County Board asked County staff to draft zoning text and amendments that could meet several zoning requirements, parking requirements, and building design standards. This work session marked the end of Phase 2 of the study. Phase 3 will focus on additional public engagement and the drafting of zoning text and amendments.

The Arlington Chamber of Commerce supports the goals of the County's Missing Middle Housing Study, and encourages more flexibility on standards to enable more units to be constructed. The production of missing middle housing is critical to making Arlington a place where people of all backgrounds can live, and where workers can find homes near their jobs. On August 17, the Chamber's Government Affairs and Economic Development Committee held a panel discussion regarding the County's Missing Middle Housing Study. The panelists presented their insight and perspectives on Missing Middle, its potential effects on Arlington and the nuances of the study. The Arlington County Board will be hosting a series of community conversations and information sessions beginning September 13 that will help to inform the County Board's next steps on Missing Middle Housing.

# **End of Local State of Emergency**

The local state of emergency ended on August 15, beginning the six month timeline for the expiration of the Temporary Outdoor Seating Areas (TOSAs). Over the next six months, Arlington County will be working to apply the lessons learned in a permanent outdoor dining study. The County anticipates bringing this issue back to the County Board in November, and may request another six month extension at that time, depending on the progress made with the permanent study. The Chamber's support for TOSAs started in May 2020, as Arlington entered Phase One of the



pandemic, which limited restaurants to outdoor seating only. During Phase One, the Chamber supported a streamlined process for restaurants to have easy access to necessary permits for outdoor seating. Since then, the Chamber has been a voice for local restaurants through the expansion of TOSAs in the R-C zoning district, encouraging expanded use of TOSAs to retail uses, working with Arlington County to have Temporary Certificate of Occupancy fees waived for restaurants, and supporting the County's work of adapting the TOSAs program into permanent code.

The Chamber believes that the adoption of permanent outdoor seating areas will allow continued flexibility and overall success for Arlington's restaurants. The Chamber will continue to engage on this matter to support our member restaurants and the broader community.

# **Chamber Supports Funding the Second Entrance to the Ballston Metro**

On July 14, the Northern Virginia Transportation Authority unanimously voted to adopt the FY2022-2027 Six Year Program. This program is NVTA's sixth funding program that will be used to invest in regional multimodal transportation projects throughout Northern Virginia. Among these projects is the Ballston-MU Metrorail West Entrance. This project will receive \$80 million in funding. The Chamber and Arlington County have been advocating for the construction of this project for many years. The Chamber supports the investment in this expansion and believes this will be essential to Arlington's economic growth.

# signature event review

# 7th Annual Northern Virginia Regional **Elected Leaders Summit**

On August 25, the Arlington Chamber of Commerce hosted the 7th Annual Northern Virginia Elected Leaders Summit with premier partner, the Northern Virginia Chamber of Commerce, and co-hosts, Alexandria Chamber of Commerce, Loudoun Chamber of Commerce, Prince William Chamber of Commerce, and Northern Virginia Regional Commission at George Mason University's Van Metre Hall.



Front (L-R): Scott Reamy (Dominion Energy) and Kate Bates (Arlington Chamber)
Back (L-R): City of Alexandria Mayor Justin Wilson, Prince William Board of County
Supervisors Vice Chair Margaret Franklin, Loudoun County Board of Supervisors
Chair Phyllis Randall, Fairfax County Board of Supervisors Chair Jeff McKay, Arlington County Board Chair Katie Cristol, and moderator Jummy Olabanji, NBC4

More than 200 of Northern Virginia's business leaders were in attendance where they had the opportunity to hear the elected leaders discuss virtual participation in advisory boards and commissions, economic and workforce development, public transportation, and housing affordability in the Northern Virginia region. "This panel discussion touched on issues that are important to all of Northern Virginia and on ways that we can work together for the benefit of our region," said Kate Bates, Arlington Chamber President and CEO. "We are thankful for the support of our partners for putting on this year's summit, and for their ongoing partnership and terrifc work they are doing across our region to help maintain Virginia as a top state for doing business."

The event featured elected officials from across the area, including Arlington County Board Chair Katie Cristol, Prince William Board of County Supervisors Vice Chair Margaret Franklin, Fairfax County Board of Supervisors Chair Jeff McKay, Loudoun County Board of Supervisors Chair Phyllis Randall, and City of Alexandria Mayor Justin Wilson. The event was moderated by Jummy Olabanji, Anchor for NBC Washington's News4 Today.





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### **Premier Partner**



### **Co-Hosts**











Join the Arlington Chamber of Commerce and many of Arlington's favorite restaurants for Arlington Restaurant Week! Visit www.arlingtonchamber.org/arlington-restaurant-week for a full list of participating restaurants.

Through this event, diners will enjoy some of the best food the area has to offer at special prices. This event runs differently from your average Restaurant Week in that it is open to all restaurants from fast-casual spots to five-star dining establishments.

Make sure to use

# #ARLRestaurantWeek

Sponsoring an event is a great way to get involved in the Chamber and the community. For more information on sponsorship opportunities, contact the Chamber at engagement@arlingtonchamber.org



# **Arlington County Board Candidate Forum**

Wednesday, September 14 | 5:30-7:00 p.m. | Synetic Theater

The Chamber is pleased to announce the 2022 Arlington County Board Candidate Forum. Current County Board Member Matt De Ferranti (D) is running for re-election and will face Adam Theo (I) and Audrey Clement (I) in the general election on November 8. This business-themed candidate forum features a moderated discussion of topics important to the Arlington business community with the candidates running for the Arlington County Board. The event will provide candidates the opportunity to engage with local business leaders and to address the key issues affecting the business community. This event is free and open to the business community, as well as the general public.

**Grand Sponsor** 



# **Membership Campaign**

The Chamber will once again be holding a dedicated three-day membership recruitment effort from September 20-22 through Your Chamber Connection (YCC). YCC has produced unparalleled results for chambers locally and across the country, and also offers a fun opportunity for involvement that is widely praised by volunteers. The YCC model keeps all volunteer time commitments to a manageable amount that fits everyone's busy schedules while making a major impact, with volunteers contributing one three-hour shift. The Chamber held our first campaign in 2018, bringing in 110 new members during the three-day period. After this campaign, we'll evaluate our efforts and focus on engaging all of our new members gained through the campaign.

Our Chamber is proud to introduce our Chairs for this membership campaign. Thank you to these community leaders for their support in this effort!

> Steve Cooper, NextUp Solutions: "Money" Green Team Lisa Fikes, Leadership Center for Excellence: Red Team Gautam Gupta, Truist: Purple Team Kim Klingler, Columbia Pike Partnership: Multi-Color Team Chris Lipscomb, John Marshall Bank: Gold Team Jennifer Mulchandani, Arlington Strategy: Light Blue Team Patrick Phillippi, Amazon: Yellow Team Kevin Shooshan, The Shooshan Company: Black Team Diana Waller, Chasing Dragons: Orange Team Runner Chair: Rick Reinsch, Digital Recollections: Lavender Team



If you're interested in getting involved, reach out to any of the event chairs or Senior Director of Membership, Mike Rosenow at membership@arlingtonchamber.org

# september & october

# MILESTONE ANNIVERSARIES

Chamber Membership



### 30 Years

Dittmar Company
Peking Pavillion
The Westin Crystal City Hotel

### 25 Years

Donna Hamaker - Buck & Associates Realtors Sushi-Zen Japanese Restaurant

### 20 Years

Arlington Promotional Products, LLC Corporate Apartment Specialists, Inc. Kenneth Matzkin, Buck & Associates Reinsch Pierce Family Foundation

### 15 Years

FRC Marketing/HALO

### 10 Years

Arlington Strategy

### 5 Years

Catholic Charities Diocese of Arlington Classic Cottages, LLC GroupSense Homewood Suites by Hilton Arlington Rossyln Key Bridge Me Jana

# Have news to share?

Let us know! Members in the News article submissions must be emailed to the Communications Manager and received by the first of the month prior to the publication month (i.e., August 1 for consideration in the September/October issue of the *Arlingtonian*), in order to be considered for inclusion.

Members should submit a press release or news article, along with photo options, if available.

For questions, contact Communications Manager, Samantha Ruark at communications@arlingtonchamber.org or (703) 525-2400.

Article inclusion is available on a limited basis and is not guaranteed. Articles printed in this newsletter submitted by members represent their ideas and beliefs and do not necessarily reflect the views of the Arlington Chamber of Commerce.

# members \_ in the news

STRETCH SMART INFARED THERAPY

# **Supporting the Armed Forces Cycling Classic**



On June 5, **Stretch Smart Infrared Therapy** joined the Armed Forces
Cycling Classic, the region's premier
cycling event, open to cycling
enthusiasts of all abilities. During
the event, they offered stretching
demonstrations under the **Stretch Smart** tent. General Manager, Asia
King, presented the flowers to each
of the winners of the various races.

**Stretch Smart Infrared Therapy** also presented a one-month membership to the winner of the Amateur Race and a gift card for a complimentary stretch and sauna experience to each of the two runners-up of that race.

ARLINGTON COMMUNITY FEDERAL CREDIT UNION (ACFCU)

# **Reinvesting \$30,000 in Local Organizations**

On July 18, Arlington Community
Federal Credit Union (ACFCU) awarded
\$30,000 in grants to local nonprofit
organizations, including Bridges to
Independence. The grants were part
of the bank's 2022 community impact
strategy and overall commitment to
making a positive impact on Arlington
community members. Each organization
received \$10,000 for general capacity use.



The credit union selected impact organizations in Northern Virginia focused on housing opportunity, financial education, or workforce development for these reinvestment grants.

GEORGE MASON UNIVERSITY

# School of Business Dean Brings Entrepreneurial Outlook to University

In a recent interview with Virginia Business Magazine, **George Mason University's** Ajay Vinzé shared his ambitions as dean



for the School of Business. The "educational entrepreneur" has his sight on addressing the evolving needs of students and the business community. He is a proponent of customizing program offerings allowing students to quickly earn credits directly related to their field and reducing costs. Vinzé joined Mason on July 1. He came to Mason from the University of Missouri's Robert J. Trulaske Sr. College of Business, where he served as dean for five years.

# Senior Vice President Sarah Gabriel Named Partner

Sarah Gabriel, longtime furniture consultant and Senior Vice President at Washington Workplace, has been named a Partner of the award-winning commercial furniture dealership and longtime Arlington Chamber member. Gabriel started at Washington Workplace in 2005 and specializes in working with small and mid-sized organizations providing quality furniture and accessories for their existing, new or expanded space. Gabriel serves on the Dealer Advisory Board of furniture products and manufacturing leader AIS, and also holds a leadership position with the Commercial Real Estate Brokers Association (CREBA). "These leadership positions are not just about ensuring



continued success for Washington Workplace, but also about setting the highest standards in the commercial furniture industry," Gabriel says. Gabriel grew her Washington Workplace team from 2 to 10 since 2005 and has annual sales of \$10M. She also mentors new sales people as they join the company.

EMBRACING ARLINGTON ARTS

# 2022 One-Stop Library Database Released



**Embracing Arlington Arts** is proud to release its revised onestop library database of 100 study links providing evidence of the health benefits of the arts for every community sector, and providing the scientific evidence. "We have updated our online library to ensure that no study cited is more than 5 years old," stated Janet Kopenhaver, the organization's president. The **Embracing Arlington Arts** Board of Directors wanted to create this library with links to peer-reviewed studies on the health benefits of the arts in order to make it easier for those

interested in learning more about this topic without having to search hundreds of different websites.

# welcome to our **NEW MEMBERS!**

**Arts and Entertainment** Alex Sakes Photography LLC

**Business & Professional Services** Dupont Circle Solutions
Elevated Coaching & Consulting LLC
Enhanced Payment Systems
Industrious Clarendon
Industrious Court House
Leggette ETI

> Communications & IT EarthOptics
> Green Powered Technology

**Financial Services** Generations Wealth Management Matthew Melton - Edward Jones Tassara Financial

**Health & Fitness** Azure Dream Day Spa

Home & Personal Services Shirlington Kitchen and Bath

Hotels

Hampton Inn & Suites, Reagan National Airport Hilton Garden Inn Reagan National **Airport** 

**Real Estate & Construction** Hana By Industrious at National Landing Industrious Ballston Quarter Mark Frieden - Keller Williams

> **Retail and Restaurants** Mason's Famous Lobster Rolls Yayla Bistro

# STAY CONNECTED

WITH THE CHAMBER IN 3 EASY WAYS:



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Arlington Chamber of Commerce - Virginia



Visit our website: www.arlingtonchamber.org

Subscribe to our weekly e-newsletter by visiting our website

Send your new member referrals to Mike Rosenow, Senior Director of Membership, at membership@arlingtonchamber.org or call (703) 525-2400.

# Good health is everyone's business.



Businesses are stronger when employees can access high-quality personalized care. Virginia Hospital Center is now VHC Health — our region's community health system. And, while our name has changed, what will never change is our commitment to our community. For you. For life. Visit us at vhchealth.org.



# **Your Chamber in the Community**

The success of the Arlington Chamber is tied to its membership base. This is why the Chamber's Directors, staff, and members are dedicated to supporting community events and programs.











Restaurant Association of Metropolitan Washington's RAMMY Awards



Association of Chamber Executives Annual Convention



Washington Business Journal 40 Under 40 Event

# Below is a sampling of events that Chamber staff participated in:

June 30: Cassie Bate Hurley attended Arlington **Independent Media**'s Coming Out Party

July 6-7: Kate Bates attended the Crystal City Amazon Fresh Store Pre-opening Tour and Will Mulligan attended the Ribbon Cutting Ceremony

July 13: Cassie Bate Hurley attended the Arlington Public Art Committee meeting

July 12: Kate Bates attended the Arlington Economic **Development Commission meeting** 

July 14: Kate Bates attended the Washington Business Journal 40 Under 40 event as a guest of Tom Bartlett with 20 Degrees

July 24: Kate Bates and Cassie Bate Hurley attended the **Restaurant Association of Metropolitan Washington's RAMMY Awards** 

**July 26:** Kate Bates attended the Tourism/ARPA Quarterly Update hosted by Arlington Convention and Visitors Service

July 26-29: Mike Rosenow attended the Association of Chamber Executives Annual Convention

July 31-August 4: Cassie Bate Hurley attended the US Chamber of Commerce's Institute of Organizational Management

August 18-19: Kate Bates and Mike Rosenow attended the Virginia Association of Chamber of Commerce Executives Executive Leadership Conference; Kate named Chair of **VACCE** Board



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The mission of the **Arlington Chamber of Commerce** is to strengthen businesses and the economic environment for those who work, live, and do business in Arlington.

The vision of the **Arlington Chamber of Commerce** is to be the essential partner for business success.

# thank you!

- Hilton Garden Inn Arlington/ Courthouse and Washington Workplace for hosting Business After Business
- Intercoastal Mortgage LLC, Monument Home Loans, Washington Workplace, and VIDA Fitness for donating door prizes at Business After Business